The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 30

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Vol. 109 No. 27

Broadcasting Dec 30

Buying and selling dominate history of 1985
MSO consortium buys Group W Cable
Countdown to INTV

BONANZA YEAR □ Buying and selling of Fifth Estate properties, including television and radio networks and stations, film and production companies, cable systems and advertising agencies, totals $30 billion, making 1985 the biggest year of financial deals in history. **PAGE 35.** What all those deals have done to the top 20 television group owners by market reach begins on **PAGE 39.**

UNDER FIRE □ Suit filed against National Black Media Coalition, alleging it tried to force owner of FM to sell to minority buyer. NBMC says charges are "frivolous." **PAGE 41.**

NAB REORGANIZATION □ NAB President Eddie Fritts announces changes in association structure. **PAGE 42.** Shaun Sheehan leaves to take Tribune post in Washington. **PAGE 42.**

INTV COUNTDOWN □ Association of Independent Television Stations convention next week in Los Angeles sports "Coming of Age" theme. **PAGE 43.** The agenda appears on **PAGE 46.** An exhibitor's listing begins on **PAGE 54.**

THE SECOND 50 YEARS □ BROADCASTING's annual look back at the year 1985, a year in which two of the three broadcast networks changed hands and the rush to buy and sell other properties went on unabated. The Supreme Court's must carry decision threw a new twist into the broadcaster-cable operator relationship. **PAGE 70.**

POINT MAN □ White House communications chief Patrick Buchanan has kept a low profile in the Reagan administration, working to implant firmly in history the President's programs. **PAGE 76.**

NEW SLATE □ Public Broadcasting Service unveils new winter-spring schedule. **PAGE 79.**

ANOTHER WIN □ NBC wins week 13 of the season, its ninth win to date. **PAGE 80.**

BULLPEN SAVE □ ABC to fill USFL football gap in spring by programing Major League Baseball on Sunday afternoons. **PAGE 82.**

COUNTING UP □ By year's end, 150 television broadcasters expected to be on the air with stereo. **PAGE 84.**

JOURNALISTIC APPEAL □ Financial News Network appeals bankruptcy judge's ruling that bidding process for UPI will not be reopened. **PAGE 88.**

CHANGING FACE □ Capped by the purchase of KTLA Los Angeles, Tribune Co. has gone from a newspaper-dominated company to one of the major players in broadcasting. **PAGE 89.**

GROUP BUY □ MSO consortium of Tele-Communications Inc., American Television & Communications, Comcast, Daniels & Associates and Century buys Group W Cable properties, which serve 2.1 million subscribers, for $2.1 billion. **PAGE 94.**

READY, WILLING: ABEL □ NAB's great communicator, VP of Research and Planning John Abel, becomes executive vice president for operations on Jan. 1. **PAGE 111.**

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RADIO TELEVISION CABLE SATELLITE

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TOP OF THE WEEK

Fifth Estate's $30 billion-plus year

It was a $30 billion year, and then some—one in which the Fifth Estate underwent a record 12 months of mergers, sales and acquisitions. Not counting the "then some"—sales with price tags under $10 million—108 deals were struck in 1985, seven worth more than a billion dollars each. The cost of the top five alone tallied $16.4 billion—more than half of all the transactions on the chart below.

General Electric's purchase of NBC's parent company, RCA, topped the list, costing about $6.3 billion. It was followed by Capital Cities Communications' buy of ABC Inc. for $3.5 billion, and then by the Kohlberg Kravis Roberts purchase of Storer Communications for $2.5 billion. The five-MSO consortium purchase of Group W Cable's 2.1 million subscribers went for $2.1 billion. And two individuals made their mark on the business: Rupert Murduch bought Metromedia's TV stations for $2 billion, and Ted Turner purchased MGM/UA for $1.5 billion.

Also contributing to 1985's total were the sale of Golden West's KTLA(TV) Los Angeles to Tribune Co. for $510 million, the most ever paid for a single station; Metromedia's sale of WCVB-TV Boston to Hearst Corp. for $450 million, and RKO's sale of KHJ-TV Los Angeles to Group W for $313 million.

In addition to the $29.947 billion transacted in the Fifth Estate in 1985 (counting only those deals worth $10 million or more, as tallied below), an additional $1 billion-plus of broadcast properties were put on the market. For most of those listed on page 37, their appearance on the block is in compliance with FCC crossownership restrictions resulting from these 1985 actions. □

The following is a list of Fifth Estate sales, mergers and buyouts above $10 million which were announced in 1985. Not all the transactions listed below have closed or have met regulatory approval by government authorities.

Price	*Buyer*	*Property (Seller)*
$6.3 billion	General Electric	RCA
$3.5 billion	Capital Cities	ABC
$2.5 billion	Kohlberg Kravis Roberts	Storer Communications
$2.1 billion	TCI, ATC, Comcast, Daniels, Century	Group W Cable
$2 billion	Rupert Murdoch	Metromedia
$1.5 billion	Turner Broadcasting	MGM/UA
$1.3 billion	Cox Enterprises (Cox family and management)	59.8 % of Cox shares
$760 million	Taft Broadcasting	Gulf Broadcasting
$717 million	Gannett	Evening News Association
$690 million	Viacom	MTV Networks Inc. and 50% of Showtime/TMC
$510 million	Tribune	KTLA(TV) Los Angeles (Golden West)
$500 million	Allied-Signal Inc. merger	Ampex (Signal Cos.)
$487 million	Rupert Murdoch	20th Century Fox Film Corp.
$450 million	Kirk Kerkorian	United Artists (Ted Turner)
$450 million	Hearst	WCVB-TV Boston (Metromedia)
$450 million	Warner Communications Inc.	American Express interest in WCI
$350 million	Washington Post	Capcities cable systems
$313 million	Group W	KHJ-TV Los Angeles (RKO)
$306 million	Lorimar/Telepictures merger	Lorimar/Telepictures merger
$246 million	Scripps Howard	WXYZ-TV Detroit and WFTS(TV) Tampa, Fla. (ABC)
$237 million	Jones Intercable	15 Tribune cable systems
$200 million	Gannett	*Des Moines Register*, plus three smaller papers (Des Moines Register Co.)
$200 million	Times Mirror/Storer cable swap	Times Mirror/Storer cable swap
$185 million	Cox	WFTV(TV) Orlando, Fla. (SFN)
$176 million	Jack Kent Cooke	*Los Angeles Daily News* (Tribune)
$175 million	Dillon Read, current management	Times Mirror microwave common carrier division
$170 million	Cook Inlet Region Inc.	WTNH-TV New Haven, Conn. (CCC/ABC)
$160 million	Knight-Ridder	KTVY(TV) Oklahoma City, WALA-TV Mobile, Ala., KOLD-TV Tucson, Ariz.(Gannett)

Chart continues on page 36

Chart continues from: page 35

Price	*Buyer*	*Property (Seller)*
$150 million	Jefferson Smurfit Corp.	80% of Times-Mirror paper division
$130 million	Coca-Cola	Embassy TV
$130 million	CSI executives/TCI	Communications Services (Norman Lear)
$122.5 million	Viacom	KMOX-TV St. Louis (CBS)
$110 million	Heritage	Dallas cable system (Warner-Amex)
$107 million	CBS	Five Taft radio stations
$100 million	JMB Realty Co.	11.7% of Viacom
$96 million	Meredith Corp.	***Ladies' Home Journal, Health***
$90 million	McCaw Communications	Tucson, Ariz.; Aberdeen, Wash.; Oregon cable systems (Cox Cable)
$84 million	Smith Acquisition Co.	WHTM-TV Harrisburg, Pa.; WETM-TV Elmira, N.Y.; WSTM-TV Syracuse, N.Y. (Times Mirror)
$80 million	Gillett Communications	Fetzer TV Corp. (WKZO-TV Kalamazoo, Mich.; KMEG[TV] Sioux City, Iowa; KOLN-TV Lincoln and KOIN-TV Grand Island, both Neb.)
$75.5 million	Malrite	KLAC(AM)-KZLA-FM Los Angeles, KSRR-FM Houston (CCC/ABC)
$65 million	Queen City Broadcasting	WKBW-TV Buffalo, N.Y. (CCC/ABC)
$62 million	Price Communications	WZZM-TV Grand Rapids, Mich. (KKR/Wometco)
$61.5 million	United Cable	Hartford, Conn., cable system (Times Mirror)
$60.1 million	Keymarket Communications	KMJM(FM) St. Louis, KMJQ(FM) Houston, WLTI(FM) Detroit (The Amature Group)
$57 million	Freedom Newspapers	WRGB-TV Schenectady, N.Y. (John Backe)
$50 million	Columbia Pictures	CBS 25.5% stake in Tri-Star Pictures
$50 million	Burnham Broadcasting	KHON-TV Honolulu, KAII-TV Wailuku (Des Moines Register)
$50 million	Park Communications	WPAT-AM-FM Paterson, N.Y. (CCC/ABC)
$44 million	Regency Broadcasting (Carl Hirsch)	KJOI(FM) Los Angeles (Noble)
$41.7 million	Mario Vazquez Rana, Joe Russo	UPI
$40 million	Hauser Communications	Montgomery county, Md., cable sys. (Tribune-United)
$40 million	Rupert Murdoch	Metromedia Producers Corp.
$40 million	Southern Broadcast Group	WXLT(TV) Sarasota, Fla. (Sarasota-Bradenton Fla. TV)
$40 million	H&W Communications (Cecil Heftel)	KTNQ(AM)-KLVE(FM) Los Angeles (K-LOVE Radio)
$40 million	Lorimar	Bozell & Jacobs
$40 million	Simmons Communications	Long Beach, Calif., cable system
$40 million	American Cablesystems	Chicago suburban cable systems (Joyce Cable)
$39 million	Westwood One	Mutual
$38.5 million	Federal Enterprises Inc.	WWJ(AM)-WJOI(FM) Detroit (ENA)
$35 million	MCA	63% of L.J.N. Toys
$30 million	Grant Broadcasting (Milton Grant)	WWSG-TV Philadelphia (Channel 57)
$30 million	Estrela Communications	KBGC-TV Guasti (Los Angeles) (Oak)
$30 million	Price Communications	WEEK-TV Peoria, Ill.; KRCG-TV Columbia-Jefferson City, Mo. (K.C. Southern Ind.)
$27 million	Robert Sillerman	WLLZ(FM) Detroit, KPKE-FM Denver, KDWB-AM-FM Minneapolis (Doubleday)
$25 million	Draper Communications	KGFI(TV) Harlinger., Tex. (Tichenor Media Systems)
$25 million	Jones Intercable	Wisconsin Rapids, Wis., cable system
$25 million	Ackerley Communications	KVOS-TV Bellingham, Wash. (Wometco/KKR)
$24.2 million	Sterling Communications	WKJN(FM) Hammond, La.; WSSL-AM-FM Greenville, S.C.; WJDX(AM)-WMIS(FM) Jackson, Miss. (Keymarket)
$24 million	American Family Corp.	WITN-TV Washington, N.C. (WITN Inc.)
$23.5 million	DKM Broadcasting	Stuart Broadcasting (10 stations)
$21 million	Heritage Broadcasting	WREX-TV Rockford, Ill. (Gilmore)
$20 million	Toledo TV Investors	WDHO-TV Toledo, Ohio (First Nat. Bank of Boston)
$20 million	Jeff Smuylan, Steven Crane (Emmis Broadcasting)	51.6% of Emmis Broadcasting

Price	*Buyer*	*Property (Seller)*
$20-$25 mill.	Nationwide Communications	KITN-TV Minneapolis (Beverly Hills Hotel Corp. [Ivan Boesky])
$19 million	Price Communications	WLAC-AM-FM Nashville (Sudbrink Broadcasting)
$18-$20 mill.	Heritage Communications	KDLT(TV) Mitchell, KEVN-TV Rapid City, KIVV-TV Lead, all South Dakota (Dakota Broadcasting)
$18.2 million	Price Communications	WNIC-AM-FM Detroit (Josephson)
$18 million	Founders Communications	KFES(AM) Gladewater, Tex.; WXVI(AM) Montgomery, Ala.; WGIV(AM) Charlotte, N.C. (Attaway Cos.)
$17.5 million	Adams-Russell	RHG Electronics
$16.5 million	MSP TV of Midland-Odessa	KTXF(TV) Odessa, KWAB(TV) Big Spring, both Texas (Permian Basin TV)
$16 million	Gannett	KTKS(FM) Dallas (CCC/ABC)
$16 million	Group W	KMEO-AM-FM Phoenix (Scripps-Howard)
$15-$20 mill.	John Blair & Co.	Selcom Radio, Torbet Radio
$15 million	Citadel Communications	KCAU-TV Sioux City, Iowa (Forward)
$14.5 million	TV Corp. Stations	WLFL-TV Raleigh, N.C. (Family TV Corp.)
$14.5 million	Diversified Communications	WPDE(TV) Florence, S.C. (Eastern Carolinas Brdcst.)
$14.4 million	A.S. Abell	WRLH-TV Richmond, Va. (TVX Corp.)
$14 million	Silver Star Communications	WRIF(FM) Detroit (CCC/ABC)
$14 million	The Essex Group	Tennessee cable systems (Group W)
$13.5 million	KIX Broadcasting	WGKX(FM) Memphis, KSSN(FM) Little Rock, Ark. (Firstcom Corp.)
$13.2 million	Wooster Republican Printing	KAAL-TV Austin, Minn.
$13 million	Charles Wood Broadcasting	KMTC(TV) Springfield, Mo. (Midland TV)
$12.5 million	Heritage	WMET(FM) Chicago (Doubleday)
$12 million	Olympic Broadcasting	KIAZ(AM)-KQRZ(FM) Fairbanks and KYAK(AM)-KGOT(FM) Anchorage, both Alaska
$12 million	Commonwealth Broadcasting	KENZ(AM)-KSAC(FM) Sacramento, KSJQ(AM) Manteca, Calif. (Jonsson Communications)
$12 million	Lorimar	DIR Broadcasting
$11.9 million	Michigan Energy Resources	WPMI(TV) Mobile, Ala. (Hess Broadcasting)
$11 million	Robert Sillerman	KHOW(AM) Denver (Metromedia)
$11 million	Atlantic TV Associates	WGHP(TV) Greensboro, N.C. (Guilford Telecasters)
$11 million	World Class Communications	WZPL(FM) Greenfield, Ind. (H&W Communications)
$11 million	Hurst Hill Holdings	WGY(AM)-WGFM(FM) Schenectady, N.Y. (Sky Comm.)
$10.7 million	TVX Broadcast Corp.	Channel 38 Associates
$10.6 million	Beasley-Reed Broadcasting	WQJX(FM) Miami (Wodlinger Brdcstg.)
$10.2 million	Terrapin Communications	WKAB-TV Montgomery, Ala. (Bahakel)
$10 million	United Stations	RKO Networks
$10 million	S.D. Broadcasting Co.	KSFY(TV) Sioux Falls, KABY-TV Aberdeen, KPRY(TV) Pierre, all S.D. (Forum Publishing Co.)
$10 million	Sandusky Newspapers	WZNK(FM) Clearwater, Fla. (DKM Broadcasting)
$10 million	Gordon Broadcasting	KHGI-TV Kearney, KWNB-TV Hayes Center and KSNB-TV Superior, all Nebraska (Amaturo Group)

On the block at yearend

The following is only a partial list of broadcast properties up for sale. Most of those listed below are on the market because companies which have merged this year have to divest properties in order to comply with FCC crossownership rules. Others appear on the list because their owners have announced they are on the market. The estimated value of stations was arrived at by canvassing brokers.

Estimated value	*Property (Owner and divestiture time period)*
$310-$400 million	WOR-TV New York (RKO)
$220-$240 million	WTVJ(TV) Miami or 138,000 cable subs (KKR granted 18-month waiver)
$210-$230 million	WAGA-TV Atlanta or 100,000 cable subs (KKR granted 18-month waiver)
$110-$120 million	KABC(AM)-KLOS(FM) Los Angeles (CCC/ABC granted 18-month waiver)
$60-$65 million	WNBC(AM)-WYNY(FM) New York (RCA-GE)*

Chart continues on page 38

Chart continues from page 37

Estimated value	*Property (Owner and divestiture time period)*
$50-$60 million	WABC(AM)-WPLJ(FM) New York (CCC/ABC granted 18-month waiver)
$48-$50 million	WMAQ(AM)-WKQX(FM) Chicago (RCA-GE)*
$45-$49 million	KDFI-TV Dallas
$37-$41 million	WJBF-TV Augusta and WTVM(TV) Columbus, both Georgia (SFN)
$36-$40 million	WTVG(TV) Toledo, Ohio (KKR granted 18-month waiver)
$32-$40 million	WKYS(FM) Washington (RCA-GE)*
$30-$50 million	KGO(AM) San Francisco (CCC/ABC granted 18-month waiver)
$30-$40 million	WLS-AM-FM Chicago (CCC/ABC granted 18-month waiver)
$30 million	WCZY-AM-FM Detroit (Gannett will keep for 4 years with *Free Press*)
$28-$32 million	WSNL-TV Smithtown, N.Y., and WWHT(TV) Newark, N.J., or cable systems serving 195,000 subs (Storer says it wants to keep cable systems) (KKR granted 18-month waiver)

* The divestiture of the RCA-GE radio stations is anticipated under current FCC rules unless the companies request a temporary or permanent waiver to keep the stations.

1985: A year like no other for the Fifth Estate

The topographical map of the broadcast and cable industries was drastically rearranged as mergers, takeovers and record-setting deals were commonplace

Is it finally over? Has the year in which the big got bigger—the year in which broadcasting companies became the subjects of their own evening newscasts—ended, or will we continue seeing wholesale redevelopment of the Fifth Estate landscape?

The year 1985 started with a bang when Taft Broadcasting Co. became the first to fill out the limit of 12 television stations by announcing its purchase of Gulf Broadcasting. It ended with NBC, only recently third among three networks, suddenly transformed into the frontrunner that may end up helping an industrial giant guard against foreign competition.

The procession of mergers and acquisitions with increasingly higher prices that have marched across these pages during the last 12 months has made for interesting reading. Very soon, however, those headlines will fade from sight and what will remain is an industry with generally higher debt levels, moderate revenue increases and some powerful new players.

Are the big different, or merely bigger? Taft Broadcasting now has a full complement of stations but has decided not to take its rep business in-house. And instead of strategic plans descending from the top stratum of management, it was decentralization that was in fashion this year, if one believes what was written in the business press. Accolades were given, with or without justification, to those companies having the smallest corporate staffs—Capcities-style—and treating stations as dispersed cash-growing islands ruled over by autonomous general managers.

■

Even with media conglomerates swallowing yet more major-market stations, the concentration of industry revenue is about the same as it was five years ago, by BROADCASTING's estimates. A look at 1985's top-10 group owners (discounting the soon-to-be-sold TV stations of RKO) shows their 1980 revenue to have been $5.2 billion and their 1985 revenue—assuming all the various mergers and other combinations had already been completed—to be an estimated $10.65 billion. When compared against McCann-Erickson's estimates of total TV and radio spending (minus a 15% agency discount) of $12.8 billion in 1980 and $22.66 billion in 1985, the top-10 broadcasters' share of the industry in the past 12 months has remained level, barely sliding from 48.4% in 1980 to 47.8% in 1985, a percentage minutely understated because it does not include the barter activity of such groups as Taft and Tribune.

But within the top-10 total, revenue for the seven group owners outside the three networks (Chris-Craft, Cox, Group W, Metromedia/Murdoch, Kohlberg Kravis Roberts & Co., Taft and Tribune) has increased at a rate nearly twice as fast as that of the three networks, significant even discounting the effects of the 1980 winter Olympics and elections on reducing the percentage of three-network revenue.

And the increased importance of such larger groups cannot be judged by revenue alone. For instance, Tribune has reached the critical mass, with its purchase of KTLA(TV) Los Angeles, where the economics of production for sitcoms may exceed buying them second-hand (off-network) in syndication.

On the selling side, Gannett believes that it achieved a critical mass in 1985 by combining all its media—newspaper, outdoor and broadcasting—and selling "turn-key" packages to advertisers. Thus, in Los Angeles the message of an advertiser such as Sears Business Systems was placed on two Gannett-owned area newspapers; in four other papers that use the just-purchased Sunday insert, *USA Weekend* (formerly *Family Weekly*); on Gannett outdoor advertising, and on KISS-FM. With the soon-to-be-completed purchase of WDVM-TV Washington, Gannett will have direct media ownership in all of the top-10 markets and, if one includes *USA Today* and *USA Weekend*, has representation in the top-100 markets.

While the higher price tags of television stations focused most of the year's attention on that side of the industry, radio groups took advantage of the FCC's relaxation of station-ownership limits as well. Most of those commenting said, however, that the diversity of programing and markets within a group tends to limit the advantages that come with size. Instead, the more noticeable merger activity took place among those who service the radio industry. In programing, United Stations bought the RKO networks and Westwood One bought Mutual. And further consolidation in the radio station rep business occurred at the end of the year when John Blair announced it would purchase Selkirk's two representation subsidiaries.

■

It will be in 1986 that the broadcasting industry will begin to see the full impact of the mergers, since by year's end most sales had not closed and those that had are still sifting together the old and new corporate entities.

"The pace of the industry has slowed down while management gets in place and everybody determines what their needs are and what debt service will call for," said Alvin Rush, president of MCA Television Group. Even Taft's purchase did not close until Aug. 1, and Ro D. Grignon, Taft's executive vice president, television, seemed only half-joking when he said that since the closing he has spent his time "mostly making introductions to the managers and staff at the [new] stations."

Along with the merger and takeover activity have come historically high levels of debt. From a macro-economic perspective there is disagreement about how dangerous the corporate leverage is. While the debt-servicing ability of broadcasting is more predictable than that of the personal computer industry, the indebtedness of the Fifth Estate has its critics as well.

The motivations for undertaking debt in 1985 ranged widely. Some companies took advantage of the lowest real interest rates in years to raise money for needs as yet undetermined, while others were paying for already announced strategic acquisitions; some executives wanted to make a profit in leveraged buyouts while others proposed debt as a defensive measure. Yet others wanted to quickly build a group from the

Television's top 20

These will be the 20 companies at the top in TV group ownership (ranked by their penetration of the total U.S., including 50% UHF discounts) should all proposed sales take place. The chart presupposes that station sales and mergers announced in 1985, but not yet completed or approved by regulatory bodies, will close in 1986. The number in parentheses after each city is the Arbitron ADI market rank. The percentages reflect Arbitron's 1985-86 market ADI household and percentage figures released in October.

1. □ Capcities/ABC (24.39%)

Ch. 7 WLS-TV Chicago (3) 3.49%
Ch. 30 KFSN-TV Fresno, Calif. (64) .23%
Ch. 13 KTRK-TV Houston (10) 1.64%
Ch. 7 KABC-TV Los Angeles (2) 5.11%
Ch. 7 WABC-TV New York (1) 7.78%
Ch. 6 WPVI-TV Philadelphia (4) 3.07%
Ch. 11 WTVD(TV) Raleigh-Durham, N.C. (38) .70%
Ch. 7 KGO-TV San Francisco (5) 2.37%

2. □ GE/NBC (20.94%)

Ch. 5 WMAQ-TV Chicago (3) 3.49%
Ch. 3 WKYC-TV Cleveland (11) 1.62%
Ch. 4 KCNC-TV Denver (19) 1.17%
Ch. 4 KNBC(TV) Los Angeles (2) 5.11%
Ch. 4 WNBC-TV New York (1) 7.78%
Ch. 4 WRC-TV Washington (9) 1.77%

3. □ CBS (19.45%)

Ch. 2 WBBM-TV Chicago (3) 3.49%
Ch. 2 KCBS-TV Los Angeles (2) 5.11%
Ch. 2 WCBS-TV New York (1) 7.78%
Ch. 10 WCAU-TV Philadelphia (4) 3.07%

4. □ Tribune (18.60%)

Ch. 46 WGNX(TV) Atlanta (15) .68%
Ch. 9 WGN-TV Chicago (3) 3.49%
Ch. 2 KWGN-TV Denver (19) 1.17%
Ch. 5 KTLA(TV) Los Angeles (2) 5.11%
Ch. 26 WGNO-TV New Orleans (33) .37%
Ch. 11 WPIX(TV) New York (1) 7.78%

5. □ 20th Century Fox (18.130%)

Ch. 32 WFLD-TV Chicago (3) 1.745
Ch. 33 KRLD-TV Dallas (8) .905%
Ch. 26 KRIV-TV Houston (10) .82%
Ch. 11 KTTV(TV) Los Angeles (2) 5.11%
Ch. 5 WNEW-TV New York (1) 7.78%
Ch. 5 WTTG(TV) Washington (9) 1.77%

6. □ Group W (15.36%)

Ch. 13 WJZ-TV Baltimore (21) 1.02%
Ch. 4 WBZ-TV Boston (6) 2.33%
Ch. 9 KHJ-TV Los Angeles (2) 5.11%
Ch. 3 KYW-TV Philadelphia (4) 3.07%
Ch. 2 KDKA-TV Pittsburgh (12) 1.46%
Ch. 5 KPIX(TV) San Francisco (5) 2.37%

7. □ KKR (13.73%)

Ch. 13 WLOS(TV) Asheville, N.C. (37) .70%
Ch. 5 WAGA-TV Atlanta (15) 1.36%
Ch. 38 WSBK-TV Boston (6) 1.165%
Ch. 8 WJKW-TV Cleveland (11) 1.62%
Ch. 2 WJBK-TV Detroit (7) 1.93%
Ch. 4 WTVJ(TV) Miami (14) 1.36%
Ch. 6 WITI-TV Milwaukee (28) .81%
Ch. 68 WWHT(TV) Newark, N.J. (1) 3.89%
Ch. 39 KCST-TV San Diego (26) .455%
Ch. 13 WTVG(TV) Toledo, Ohio (65) .44%

8. □ Taft (11.205%)

Ch. 6 WBRC-TV Birmingham, Ala. (47) .59%
Ch. 12 WKRC-TV Cincinnati (29) .80%
Ch. 6 WTVN-TV Columbus, Ohio (33) .75%
Ch. 21 KTXA-TV Dallas-Fort Worth (8) .905%
Ch. 8 WGHP-TV High Point, N.C. (50) .57%
Ch. 20 KTXH(TV) Houston (10) .82%
Ch. 4 WDAF-TV Kansas City, Mo. (30) .80%
Ch. 6 WCIX(TV) Miami (14) 1.36%
Ch. 29 WTAF-TV Philadelphia (4) 1.535%
Ch. 10 KTSP-TV Phoenix (22) .96%
Ch. 10 WTSP(TV) St. Petersburg, Fla. (17) 1.23%
Ch. 20 WDCA-TV Washington (9) .885%

9. □ Chris Craft Industries (10.315%)

Ch. 13 KCOP(TV) Los Angeles (2) 5.11%
Ch. 9 KMSP-TV Minneapolis (16) 1.35%
Ch. 45 KUTP(TV) Phoenix (22) .48%
Ch. 12 KPTV(TV) Portland, Ore. (25) .90%
Ch. 4 KTVX(TV) Salt Lake City (39) .68%
Ch. 4 KMOL-TV San Antonio, Tex. (45) .61%
Ch. 44 KBHK-TV San Francisco (5) 1.185%

10. □ Cox (8.925%)

Ch. 2 WSB-TV Atlanta (15) 1.36%
Ch. 9 WSOC-TV Charlotte, N.C. (32) .76%
Ch. 7 WHIO-TV Dayton, Ohio (48) .58%
Ch. 50 WKBD-TV Detroit (7) .965%
Ch. 2 KTVU(TV) Oakland, Calif. (5) 2.37%
Ch. 9 WFTV(TV) Orlando, Fla. (27) .83%
Ch. 11 WPXI(TV) Pittsburgh (12) 1.46%
Ch. 30 KDNL-TV St. Louis (17) .60%

11. □ Gannett (8.645%)

Ch. 24 KVUE-TV Austin, Tex. (81) .16%
Ch. 11 WXIA-TV Atlanta (15) 1.36%
Ch. 56 WLVI-TV Boston (6) 1.165%
Ch. 9 KUSA-TV Denver (19) 1.17%
Ch. 11 WUSA(TV) Minneapolis (16) 1.35%
Ch. 5 KOCO-TV Oklahoma City (36) .71%
Ch. 12 KPNX-TV Phoenix (22) .96%
Ch. 9 WDVM-TV Washington (9) 1.77%

12. □ RKO (8.45%)

Ch. 13 WHBQ-TV Memphis (40) .67%
Ch. 9 WOR-TV New York (1) 7.78%

13. □ Spanish International (7.655%)

Ch. 21 KFTV(TV) Hanford, Calif. (65) .225%
Ch. 34 KMEX-TV Los Angeles (2) 2.555%
Ch. 23 WLTV(TV) Miami (14) .68%
Ch. 41 WXTV(TV) Paterson, N.J. (1) 3.89%
Ch. 41 KWEX-TV San Antonio, Tex. (45) .305%

14. □ Scripps Howard (7.515%)

Ch. 9 WCPO-TV Cincinnati (29) .80%
Ch. 5 WEWS(TV) Cleveland (11) 1.62%
Ch. 7 WXYZ-TV Detroit (7) 1.93%
Ch. 41 KSHB-TV Kansas City, Mo. (30) .40%
Ch. 5 WMC-TV Memphis (40) .67%
Ch. 15 KNXV-TV Phoenix (22) .48%
Ch. 28 WFTS(TV) Tampa, Fla. (17) .615%
Ch. 2 KJRH(TV) Tulsa, Okla. (54) .54%
Ch. 5 WPTV(TV) West Palm Beach, Fla. (62) .46%

15. □ Gaylord (7.145%)

Ch. 43 WUAB(TV) Cleveland (11) .81%
Ch. 11 KTVT(TV) Fort Worth (8) 1.81%
Ch. 39 KHTV(TV) Houston (10) .82%
Ch. 18 WVTV(TV) Milwaukee (28) .405%
Ch. 8 WVUE(TV) New Orleans (33) .74%
Ch. 11 KSTW(TV) Tacoma, Wash. (16) 1.33%
Ch. 13 WTVT(TV) Tampa, Fla. (17) 1.23%

16. □ Hearst (7.0%)

Ch. 11 WBAL-TV Baltimore (21) 1.02%
Ch. 5 WCVB-TV Boston (6) 2.33%
Ch. 2 WDTN(TV) Dayton, Ohio (48) .58%
Ch. 9 KMBC-TV Kansas City, Mo. (30) .80%
Ch. 12 WISN-TV Milwaukee (28) .81%
Ch. 4 WTAE-TV Pittsburgh (12) 1.46%

17. □ Belo Broadcasting (5.61%)

Ch. 8 WFAA-TV Dallas (8) 1.81%
Ch. 13 WVEC-TV Hampton, Va. (46) .59%
Ch. 11 KHOU-TV Houston (10) 1.62%
Ch. 10 KXTV(TV) Sacramento, Calif. (20) 1.06%
Ch. 6 KOTV(TV) Tulsa, Okla. (52) .53%

18. □ Outlet/Rockefeller (5.05%)

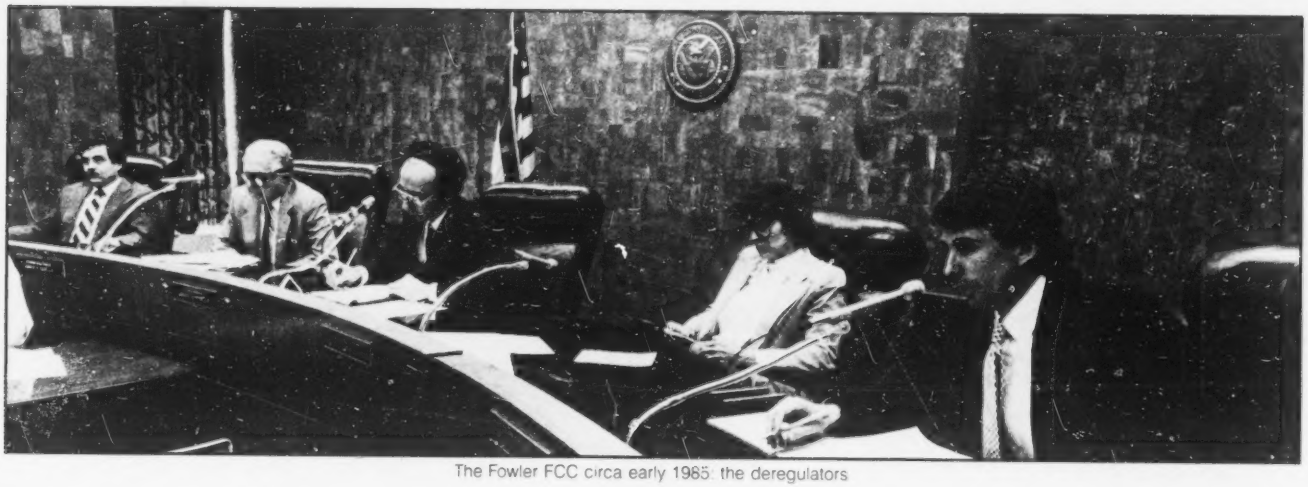
Ch. 36 WATL-TV Atlanta (15) .68%
Ch. 4 WCMH-TV Columbus, Ohio (33) .75%
Ch. 59 WPDS-TV Indianapolis (25) .46%
Ch. 6 WCPX-TV Orlando, Fla. (27) .83%
Ch. 10 WJAR-TV Providence, R.I. (39) .66%
Ch. 12 KSAT-TV San Antonio, Tex. (45) .61%
Ch. 13 KOVR(TV) Stockton, Calif. (20) 1.06%

19. □ Meredith (4.98%)

Ch. 5 WNEM-TV Bay City, Mich. (54) .51%
Ch. 24 KSEE-TV Fresno, Calif. (64) .46%
Ch. 5 KVVU-TV Las Vegas (96) .26%
Ch. 5 KCTV(TV) Kansas City (30) .80%
Ch. 35 WOFL(TV) Orlando, Fla. (27) .83%
Ch. 5 KPHO-TV Phoenix (22) .96%
Ch. 53 WPGH-TV Pittsburgh (12) .73%
Ch. 5 WTVH(TV) Syracuse, N.Y. (67) .43%

20. □ Knight-Ridder (4.67%)

Ch. 10 WTEN(TV) Albany, N.Y. (51) .56%
Ch. 12 WJRT(TV) Flint, Mich. (54) .51%
Ch. 10 WALA-TV Mobile, Ala. (57) .49%
Ch. 2 WKRN-TV Nashville, Tenn. (31) .77%
Ch. 3 WTKR-TV Norfolk, Va. (46) .59%
Ch. 4 KTVY Oklahoma City (36) .77%
Ch. 12 WPRI-TV Providence, R.I. (42) .65%
Ch. 13 KOLD-TV Tucson, Ariz. (82) .33%



The Fowler FCC circa early 1985: the deregulators

ground up. At year's end some observers were suggesting that borrowing costs will decline further, leading perhaps to even heavier industry-wide borrowing in 1986.

In a sense, permission was granted by Washington for all the tumultuous activity in broadcasting this year. Beginning in 1981, the FCC under Chairman Mark Fowler started changing the rules of the game, including eliminating the station-trafficking rule and the regional concentration of control rule, and relaxing the multiple ownership and attribution limitations. It was written in these pages earlier in the year that the FCC had "reviewed, changed or deleted 89% of the agency's some 900 mass media rules" (BROADCASTING, Feb. 18).

Other examples of the new regulatory era were rule changes simplifying license renewals and a decision not to put a license at risk for the owner's malfeasance outside of the broadcasting industry. The dictums coming from M Street in Washington had the important result of making station operation more of a real business in the eyes of the investment community.

Does that community realize its indebtedness, figuratively speaking, to Washington? Is it worried that what Washington has given, the agenda of a different FCC chairman might take away? Apparently not, judging by the many prospectuses for below-investment-grade broadcasting bonds that have recently circulated. In the cautionary notes to investors dubbed "Risk Factors" or "Significant Considerations," the fact that broadcasting was a regulated industry was not even mentioned to those examining the $1.3-billion Metromedia Broadcasting Corp. deal, at the time the largest-ever "junk bond" offering. And the usual mention that "The broadcasting industry is subject to extensive federal regulation..." might seem ironic to those who think the pendulum of regulation has swung almost out of the picture.

Still, there have been no major public debt defaults in the industry, and revenue increases have kept pace with most publicly stated projections. (When broadcasting companies have undertaken leveraged buyouts, they project how much revenue will be available in future years.) Without going into the particular results of various station groups, it can be noted that the 1985 projections for such highly-leveraged companies as Wometco and Harte-Hanks, along with the more recent Multimedia and Storer projections, all fall between 10% and 11.5%, close to what most observers think the final results will be for this year but above what some see the industry achieving in 1986. Cox, with a different mix of stations, was more optimistic, projecting a 14.1% increase in 1985.

■

This past year was not all asset swapping and restructuring. At least one projection for ongoing business was noticeably off the mark. At the beginning of the year prognosticators were saying that the three television networks would register 5% revenue gains in 1985. It has instead turned out that the final network tally for the year will be a decline of somewhere between 2.5% and 4%—depending on whom you talk to. Discounting Olympic dollars, the three-network revenue will have increased a few percent, just keeping up with inflation.

The networks' current problems come at a time when there has been equally active merger activity among the consumer goods and food product companies—most of whom are major advertisers in network television. In fact, the three largest network advertisers—as measured during the first nine months of this year by the Television Bureau of Advertising using statistics from Broadcast Advertiser Reports—have either recently merged or have proposed to do so.

Again, the giants appear subsumed in a much larger industry. Although the combined advertising budgets of those merged entities—Procter & Gamble/Richardson-Vicks; R.J. Reynolds/Nabisco Brands, and Philip Morris/General Foods—were *each* over $1 billion in 1984, the combined network budgets of the three would still have been responsible for less than one of every six network dollars.

But the impact of those particular mergers on broadcasting revenue may turn out to be more complicated than a slight shift in the network-versus-advertiser odds. Among the possible ways the extra leverage could influence events, these new giant companies will have more influence with the large store chains, and that might, for instance, lead to an increased emphasis on in-store merchandising, a trend that has shown itself recently at the expense of media advertising.

Revenue increases will be important not only for paying off corporate debt, but for buying programing, which consumes roughly two-thirds of the networks' budgets, between 33% and 60% of the budgets of most television stations and, for radio, between 10% and 40%. It is the rising cost of programing that has mainly been responsible for keeping operating margins flat over the past five years for publicly traded broadcasters, according to John Suhler, president of Veronis, Suhler & Associates, which recently completed a study of broadcasters' financial results (BROADCASTING, Dec. 16).

What is the trend in programing costs? Network executives have said in recent years, and continued to say in 1985, that a new realism prevails and that they are holding the line against growing production costs. And it is generally agreed that the networks have been able to keep licensee fees to single-digit increases in recent years, a move the studios may have agreed to because there are no other customers of substance for their product.

Despite the promise of cable, the number of shows basic cable services are buying first-run from the studios can be counted on one hand. And as for the ad-hoc station groups, so far they are not willing to pay top dollar—when *Too Close for Comfort* went from the network to first-run, it did so only when talent agreed to take a pay cut.

What does the head of the largest television producer and syndication company think about the 'new realism?' Alvin Rush, president of the MCA Television Group, said: "Of course, it is sort of a self-serving line. As far as productions go, I don't think it is a new era."

The reason Rush thinks the networks will continue to face cost increases is that they will be fighting hard to preserve audience share against competition for the viewers' attention, including that provided by station

groups including Tribune and Metromedia-/Murdoch. "The buyer wants a bigger picture, he wants more action, more casting . . . a bigger look. And understandably, he wants to win his time period. To make that happen puts tremendous pressure on costs, and unfortunately the costs keep going up," he said.

Network executives over the past year were also saying that a new realism had also arrived for another source of programing: sports rights. But by the end of the year the signs were pointing in both directions. While NBC will come nowhere near paying the $1 billion that was initially suggested as an appropriate rights fee for the 1988 summer Olympics in Seoul, South Korea, on the other hand CBS paid nearly double to renew its four-year contract with the National Basketball Association, and the $309 million ABC will pay to broadcast the 1988 winter Olympics in Calgary, Canada, is more than triple what it paid to cover the 1984 Sarajevo games. In both the NBA and the Olympics renewal there was at least one mitigating factor—the right to broadcast additional hours—but in a low-inflation environment those price increases were still impressive.

At the station level, too, program directors were saying that the cost of off-network sitcoms and other "hot items" would no longer double or triple in the space of a few years. Here MCA's Rush was somewhat more in agreement, saying that some of the previous inflationary pressure had eased, because the "market is saturated with product."

In other ways supply and demand shifted in favor of the stations looking for product. At least in some markets the heavy buying that preceded and accompanied the sign-on of new independents has trailed off—although there are still major markets, such as Philadelphia or Washington, where the arrival of new independents has not abated. On the supply side, at least two of the networks were saying that "quick trigger" cancellations are no longer the method of operation, increasing the possibility that more shows will stay on long enough to end up in syndication.

■

During the last 12 months there was perhaps no more important sign that programing is still the lifeblood of broadcasting than the mergers, acquisitions and other forms of vertical integration that promise to bring creation and dissemination together under one corporate roof.

The examples were many. Ted Turner proposed to buy MGM but has said he would be happy to sell off everything else as long as he can keep the film library to air on his superstation, WTBS(TV) Atlanta. Rupert Murdoch completed his purchase of 20th Century Fox, and proposed last spring to purchase the six independent stations belonging to Metromedia Broadcasting Corp. Meanwhile, CBS is on the verge of completing negotiations with the Hollywood community that would allow the network to own three hours of prime time programing.

Also, the production community at least talks about building station groups, and after the sale of WOR(TV) New York was announced a few months ago, one of the major studios had its director of development working over the weekend to analyze the station as a possible acquisition. Nor do ad hoc station programing groups show any signs of diminishing.

■

For the near term, all the strategic changes in both the industry and the economy don't seem to have overly confused forecasters of the bottom line. Observers suggest real 1986 gross national product growth of 2%-3.2%, and inflation of between 3.5% and 4.2%.

Such modest growth would not be especially good news for the three television networks, since most observers think they will do no more than match nominal GNP growth (real GNP plus inflation). Robert J. Coen of McCann-Erickson is projecting a three-network revenue increase of 6%; CBS is projecting 5%-6%, and R. Joseph Fuchs of Kidder Peabody thinks 5%. TVB is more positive, suggesting a 7%-9% increase.

TVB has also projected an 11%-13% increase in local TV dollars and an 8%-10% increase in spot TV dollars, while Coen pegs the spot increase at just 8%. Those numbers would be roughly the same as the 1985 gains, and radio growth in 1986 could also be a rerun. The Radio Advertising Bureau is predicting local dollars will be up 11.7%; spot dollars up 11%, and network dollars up 13.2%.

The projected strength of local advertising will be good for television, which gets half its dollars from that source, and even better for radio, which draws on local advertisers for three-quarters of its revenue.

All those dollars will not just automatically show up on a broadcaster's balance sheet, but will instead be earned by selling against other stations and against other media. Networks and national spot will continuing selling against barter syndication and vice versa. Radio station rep firms will continue selling against the radio networks.

Despite the best laid plans, 1986 will have its share of surprises. It may be that during the next 12 months if there will be a new tax bill, or a different resolution of the must-carry controversy. Even without any unknowns it will be an interesting year.

Stuart Brotman, a Cambridge, Mass.-based industry consultant, points out that 1986 will be the first year with a strong base of stereo television sets and stations broadcasting in stereo. This will also be the year that 20-second commercials and split-30's are not just a topic of contention, but a fact of life.

In 1986 some Fifth Estate managers will accomplish their asset trading and will instead be able to determine how best to use their new rosters. It will be a year in which we hear much of Thomas Murphy, John Welch Jr. and, perhaps, Lawrence Tisch. It will be a year in which the euphoric high of easy money in 1985 may or may not give way to a hangover. The Fifth Estate may not make news on its own evening newscasts as during the past 12 months, but it will be no less interesting. □

NBMC accused of trying to force sale of FM to minority buyer

Licensee of WYEN Des Plaines, Ill., abandons agreement to sell station to partnership, then files to sell station to Flint Metro, owned by minority; first would-be buyer files petition to deny sale to Flint, saying NBMC pressured licensee to sell WYEN to minority

The National Black Media Coalition, which was accused by the FCC's Mass Media Bureau earlier this month of using the FCC's processes to "to obtain a lucrative payoff" in a broadcast license transfer case, has now been accused in a second proceeding of using the commission's processes to force a licensee to repudiate an agreement to sell its FM outlet. NBMC's aim in the second case was said to be to pressure the licensee to sell the station—WYEN(FM) Des Plaines, Ill.—to a minority-owned company. Counsel for NBMC, which has been opposing renewal of the station's license, called the charges "frivolous and without merit."

The charges were made by attorneys for L. David Moorehead and Larry Greene, who had agreed to buy the station for $8 million, in a suit filed in U.S. District Court for the Northern District of Illinois, and in a petition filed with the FCC. The court suit seeks an order requiring Walt-West Enterprises Inc., licensee of WYEN, to honor the agreement with Moorehead and Greene. The petition asks the commission to deny Walt-West Enterprises' application to sell the station to Flint Metro Mass Media Inc., which is owned by Vernon Merritt Jr., who is black. The proposed purchase price is $8 million.

A complicating factor in the case is NBMC's effort to have Walt-West Enterprises stripped of its license for the station because of alleged violations of the commission's equal employment opportunity rules, an effort that had been ongoing since 1982. Moorehead and Greene, who are in the business of buying radio and television stations, entered into a memorandum of agreement to buy the station, on Sept. 8, without an attorney and without being aware, according to the papers filed with the commission and the court, that the station's license was in jeopardy. (On the day following execution of the agreement, a three-judge panel of the U.S. Court of Appeals in Washington would hear oral argument on NBMC's appeal of the commission's renewal of the station's license.) The panel on Oct. 22 reversed the commission and sent the case back to the agency (BROADCASTING, Oct. 28) for further consideration.

Moorehead/Greene's attorneys cite letters to their clients from Walt-West Enterprises' Chicago counsel in making the claim that NBMC was responsible for the decision to abandon the Sept. 8 memorandum of agreement and negotiate a new one with Flint Metro. In a letter dated Sept. 25, John W.

examines technological breakthroughs and new rivalries in space ventures. The program uses footage documenting research under way in several countries as well as interviews with scientists, scholars and policymakers to examine the future impact of space technology on people's lives. Closer to the ground is a new seven-part series called *Planet Earth*. Filmed on location on seven continents, the show focuses on different studies about the planet and its solar system.

Pride of Place: Building the American Dream examines American architecture. The eight one-hour programs are hosted by Robert A.M. Stern, professor of architecture at Columbia University, and examine New York skyscrapers, William Randolph Hearst's castle, San Simeon, and the campuses of Yale University and the University of Virginia.

The Shakespeare Hour Hosted by Walter Matthau debuts Jan. 19 at 7 p.m. The 15-part series focuses on love and is composed of five Shakespeare plays: "A Midsummer Night's Dream," "Twelfth Night," "All's Well That Ends Well," "Measure for Measure" and "King Lear." Actor Walter Matthau introduces an hour-long presentation of each play, including the plot and characters and "clarifying points that might confuse modern audiences," PBS said. Matthau also concludes each program with a discussion of the play, explaining its relationship to the theme of love and to other plays in the series, PBS said. Six documentaries highlighting Shakespeare's life and artistic achievements are also included in the series.

American Music Theater

Among the specials to air on PBS next season are four on India: *Rajiv's India* (Jan. 7, 9 p.m.) profiles India's prime minister, Rajiv Gandhi; *Spiritual India* (Jan. 7, 10 p.m.) examines spiritual beliefs and astrol-

NBC goes nine for 13

NBC had its ninth win in the 13 weeks of the season so far, in the week of Dec. 16-22. NBC had an average rating of 16.5, and an average share of 27. CBS was a close second with a 16.3/26 and ABC followed with a 14.8/24.

Week 13 was the lowest win by a network this season, due in part to the large number of pre-emptions of network schedules by affiliates for sports events and specials. When a scheduled program does not run in a market, it figures into the overall prime time average as a zero.

The week also saw the networks carry a total of six Christmas specials, the highest rated of which was the 19th-ranked repeat of a *CBS Special Movie Presentation, A Christmas Carol* (18.1/28). The highest ranked Christmas episode among regular series was the 12th-ranked repeat of *Moonlighting* (19.6/30).

Despite its third-place finish, ABC took the first three nights of the week including Wednesday, which it has lost for the past two weeks. While *Dynasty* (20/30) failed to make the top 10 for the week (it finished 11th), combined with the 13th-ranked *Hotel* (19.3/32) following it, it still helped give ABC the night.

As during the 11th week, the drop in coverage had virtually no impact on HUT levels, combined network ratings and combined network shares. HUT's for the week were 61.7 (the same as last year), combined network ratings were 47.6 (compared to 46.9 last year) and combined network shares were 77 (compared to 76 last year).

■ An ABC win on Monday was attributable to the seventh place finish of *Monday Night Football* (20.7/33). Running opposite the game from 9 to11 p.m. on NBC was *A Letter to Three Wives*, an *NBC Monday Night Movie*, which scored a 19.3/30. *Scarecrow and Mrs. King* (17.4/26) gave CBS 8-9 p.m.

■ ABC won from 8 p.m. to 10 p.m. with the ninth-ranked *Who's the Boss* (20.4/32) at 8 p.m., *Growing Pains* (18.5/28) at 8:30 p.m. and *Moonlighting* at 9 p.m. An all-Christmas night of programing on CBS—*The Life and Adventures of Santa Claus* (12.5/19) and *The Gift of Love: A Christmas Story*, a *CBS Tuesday Night Movie* (16.4/26)—combined for a 15.1/24, .1 ahead of NBC for a second place finish.

■ While ABC had 9-11 p.m. in hand with its two prime time soaps, NBC's second place finish was powered by the fifth-ranked *Highway to Heaven*. In their second week on CBS, *Mary* (14.3/23) and *Foley Square* (12.9/20) were second from 8 to 9 p.m.

■ NBC's Thursday schedule provided the highest-rated night of television by a network for the week (22/35). From 10-11 CBS's *Knots Landing* (20.6/34) was the week's eighth-ranked program.

■ An *ABC NFL Football Special* (13.4/22) on Friday could not deliver the ratings that the Monday games have delivered this season, because of stiffer competition. With fifth-ranked *Dallas* (21.1/35), CBS won the night.

■ NBC's new comedy block delivered every time period on Saturday. *Golden Girls* (19.3/33) ranked 13th. The *CBS Saturday Night Movie*, "Blazing Saddles," delivered a 12.7/22.

■ With an NFL overrun leading into its Sunday schedule until 7:23 p.m., and scoring a 20.4/37, CBS had a Sunday win that featured the third-ranked *60 Minutes* (23.6/40). From 9 p.m. to 11 p.m. on ABC, *The Toy*, starring Richard Pryor, had a 18.7/30 to rank 16th.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	33.1/52
2.	Family Ties	NBC	29.8/46
3.	60 Minutes	CBS	23.6/40
4.	Cheers	NBC	23.1/35
5.	Highway to Heaven	NBC	21.1/33
6.	Dallas	CBS	21.1/35
7.	Football, N.E.-Miami	ABC	20.7/33
8.	Knots Landing	CBS	20.6/34
9.	Who's the Boss	ABC	20.4/32
10.	Night Court	NBC	20.1/31
11.	Dynasty	ABC	20.0/30
12.	Moonlighting	ABC	19.6/30
13.	A Letter to Three Wives	NBC	19.3/30
13.	Golden Girls	NBC	19.3/33
13.	Hotel	ABC	19.3/32
16.	The Toy	ABC	18.7/30
17.	Miami Vice	NBC	18.6/32
18.	Growing Pains	ABC	18.5/28
19.	Falcon Crest	CBS	18.1/31
19.	A Christmas Carol	CBS	18.1/28
21.	Kate & Allie	CBS	17.7/30
22.	Scarecrow & Mrs. King	CBS	17.4/26
23.	Newhart	CBS	17.3/26
24.	20/20	ABC	17.2/29
25.	Andy Williams Special	NBC	16.6/28
25.	Mickey's Christmas Carol	NBC	16.6/26
27.	Simon & Simon	CBS	16.5/25
28.	227	NBC	16.4/28
28.	Gift-Love	CBS	16.4/26
30.	Twilight Zone	CBS	16.3/27
30.	Crazy Like a Fox	CBS	16.3/29
32.	A Team	NBC	15.8/24
33.	Remington Steele	NBC	15.8/27
34.	Kenny & Dolly Christmas	CBS	15.6/24
35.	Silver Spoons Special	NBC	15.4/28
36.	TV Bloopers & Pract. Jokes	NBC	15.1/23
36.	Cagney & Lacey	CBS	15.1/24
38.	Christmas Dream	NBC	15.0/26
39.	Dynasty II: The Colbys	ABC	14.8/23
40.	Facts of Life	NBC	14.4/26
41.	St. Elsewhere	NBC	14.3/24
41.	Mary	CBS	14.3/23
43.	Hell Town	NBC	14.1/21
44.	Hunter	NBC	14.0/25
45.	Equalizer	CBS	13.6/23
46.	Riptide	NBC	13.5/21
47.	Football, Denver-Seattle	ABC	13.4/22
48.	Spenser: For Hire	ABC	13.3/22
49.	MacGyver	ABC	13.2/21
50.	Foley Square	CBS	12.9/20
51.	Hill Street Blues	NBC	12.8/21
52.	Conan the Barbarian	NBC	12.7/21
52.	Blazing Saddles	CBS	12.7/22
54.	Hardcastle & McCormick	ABC	12.7/20
55.	Magnum P.I.	CBS	12.5/19
56.	Life Adventures of S. Claus	CBS	12.5/19
57.	Love Boat	ABC	12.3/22
58.	Kissyfur	NBC	11.9/20
59.	Airwolf	CBS	11.9/21
60.	The Insiders	ABC	11.8/18
61.	Lady Blu	ABC	10.1/17
62.	Chipmunk Reunion	NBC	9.4/16
63.	Fall Guy	ABC	8.6/16
64.	Ripley's Believe It Or Not	ABC	8.5/15
65.	Shadow Chasers	ABC	6.2/10

*Indicates premiere episode

TL. App. Dec. 19.

■ KRGL (1360 khz) Myrtle Creek, Ore.—Seeks CP to change TL. App. Dec. 17.

■ WEKO (930 khz) Cabo Rojo, P.R.—Seeks CP to make changes in ant. sys. App. Dec. 23.

■ WTDY (1480 khz) Madison, Wis.—Seeks MP to change standard pattern augmentation. App. Dec. 23.

FM's

Tendered

■ *WCBN-FM (88.3 mhz) Ann Arbor, Mich.—Seeks CP to change ERP to .2 kw; change HAAT to 176 ft., and change ant., transmitter, and transmission line. App. Dec. 20.

■ *WTEB (89.5 mhz) New Bern, N.C.—Seeks CP to change freq. to 89.3 mhz and change ERP to 98.5 kw. App. Dec. 20.

Accepted

■ KCMJ-FM (92.7 mhz) Indio, Calif.—Seeks CP to change ERP to .946 kw. App. Dec. 17.

■ KDFM (103.9 mhz) Silverton, Colo.—Seeks mod. of CP to move SL to Purgatory, Colo.

■ *WLPJ (91.5 mhz) New Port Richey, Fla.—Seeks mod. of CP to change SL. App. Dec. 19.

■ *WYFS (89.5 mhz) Savannah, Ga.—Seeks mod. of CP to move SL. App. Dec. 23.

■ KAYL-FM (101.5 mhz) Storm Lake, Iowa—Seeks mod. of lic. to install new ant. sys. App. Dec. 20.

■ KWNR (102.7 mhz) Liberal, Kan.—Seeks CP to change TL and change HAAT to 512.99 ft. App. Dec. 20.

■ KROK (102.7 mhz) De Ridder, La.—Seeks CP to change ERP to 1.25 kw and change HAAT to 492 ft. App. Dec. 20.

■ KLPL-FM (92.7 mhz) Lake Providence, La.—Seeks CP to change HAAT to 328 ft. App. Dec. 20.

■ WMJX (106.7 mhz) Boston—Seeks CP to change ERP to 24.5 kw; change HAAT to 719 ft., and change TL. App. Dec. 19.

■ WMBN-FM (96.3 mhz) Petoskey, Mich.—Seeks CP to change TL; change HAAT to 980.72 ft, and make changes in ant. sys. App. Dec. 20.

■ KCMI (103.9 mhz) Terrytown, Neb.—Seeks CP to change TL; change freq. to 96.9 mhz; change ERP to 100 kw, and change HAAT to 1,310 ft.

■ WKIT (102.5 mhz) Hendersonville, N.C.—Seeks CP to change TL and change HAAT to 1,701.04 ft. App. Dec. 20.

■ WRQK (106.9 mhz) Canton, Ohio—Seeks mod. of lic. to install new ant. sys. App. Dec. 20.

■ WFBG-FM (98.1 mhz) Altoona, Pa.—Seeks mod. of lic. to install new ant. sys. App. Dec. 23.

■ WJMX-FM (106.3 mhz) Florence, S.C.—Seeks CP to change TL and change HAAT to 328 ft. App. Dec. 19.

■ WWGO (102.3 mhz) St. Andrews, S.C.—Seeks CP to change ERP to 3 kw. App. Dec. 20.

■ WFKX (95.9 mhz) Henderson, Tenn.—Seeks mod. of lic. to move SL to Jackson, Tenn. App. Dec. 19.

■ WPMW (92.7 mhz) Mullens, W.Va.—Seeks mod. of CP to change ERP to 1.65 kw and change HAAT to 443 ft. App. Dec. 18.

TV

Accepted

■ *KWBR (ch. 9) Ogden, Utah—Seeks MP to move main SL outside community of lic. App. Dec. 17.

Actions

AM's

■ WAPI (1070 khz) Birmingham, Ala.—Returned app. to increase night power to 10 kw. Action Dec. 13.

■ WEYY (1580 khz) Talladega, Ala.—Granted app. to change city of lic. to Oxford, Ala., and change TL. Action May 29.

■ KRKS (990 khz) Denver—Returned app. to add night service with 500 w, install DA-N, and make changes in ant. sys. Action Oct. 13.

■ WSFT (1220 khz) Thomaston, Ga.—Granted app. to increase power to 1 kw. Action Dec. 11.

■ KGEM (1140 khz) Boise, Idaho—Granted app. to make changes in ant. sys. Action Dec. 10.

■ KTIB (630 khz) Thibodaux, La.—Granted app. to make changes in ant. sys. Action Dec. 10.

■ WUNR (1600 khz) Brookline, Mass.—Granted app. to change monitoring radials. Action Dec. 10.

■ WSJC (810 khz) Magee, Miss.—Granted app. to make changes in ant. sys. Action Dec. 10.

■ KSLQ (1350 khz) Washington, Mo.—Granted app. to augment standard pattern. Action Dec. 10.

■ WHOT (1330 khz) Campbell, Ohio—Granted app. to move SL to 4040 Simon Road, Youngstown, Ohio. Action Dec. 12.

■ WIP (610 khz) Philadelphia—Granted app. to request assignment of new specified directions. Action Dec. 10.

■ WEAB (800 khz) Greer, S.C.—Granted app. to increase power to 1 kw. Action Dec. 11.

■ WLVS (1430 khz) Germantown, Tenn.—Granted app. to augment night directional pattern. Action Dec. 10.

■ WGOC (1090 khz) Kingsport, Tenn.—Granted app. to increase power to 10 kw. Action Dec. 11.

■ KVOZ (890 khz) Del Mar Hills, Tex.—Granted app. to change city of lic. to Loredo, Tex. Action Dec. 10.

■ WYRV (770 khz) Cedar Bluff, Va.—Granted app. to increase power to 5 kw. Action Dec. 11.

■ KASY (1210 khz) Auburn, Wash.—Returned app. to increase daytime power to 50 kw and install DA-D. Action Dec. 13.

FM's

■ WKYD-FM (98.1 mhz) Andalusia, Ala.—Dismissed app. to change TL and change HAAT to 981.3 ft. Action Dec. 17.

■ *KCDC (90.7 mhz) Longmont, Colo.—Dismissed app. to change ERP to .437 kw and change HAAT to 258 ft. Action Dec. 17.

■ *KVNF (90.9 mhz) Paonia, Colo.—Dismissed app. to change ERP to 5.915 kw and change HAAT to minus 171 ft. Action Dec. 17.

■ WJLQ (100.7 mhz) Pensacola, Fla.—Granted app. to change HAAT to 1,555 ft. Action Dec. 16.

■ KFJB-FM (101.1 mhz) Marshalltown, Iowa—Granted app. to change ERP to 75 kw. Action Dec. 18.

■ KICT (95.1 mhz) Wichita, Kan.—Dismissed app. to change HAAT to 1,040.38 ft. Action Dec. 17.

■ WSGS (101.1 mhz) Hazard, Ky.—Granted app. to change TL and change HAAT to 1,482.56 ft. Action Dec. 16.

■ WDJX (99.7 mhz) Louisville—Dismissed app. to change ERP to 24 kw and operate non-DA. Action Dec. 12.

Summary of broadcasting as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WQCB (106.5 mhz) Brewer, Me.—Granted app. to change TL. Action Dec. 16.

■ WXLO (104.5 mhz) Fitchburg, Mass.—Granted app. to change ERP to 25.5 kw and change HAAT to 677 ft. Action Dec. 16.

■ KJJO (104.1 mhz) St. Louis Park, Minn.—Granted app. to change ERP to 100 kw and make changes in ant. sys. Action Dec. 17.

■ *WMCN (91.7 mhz) St. Paul—Dismissed app. to change freq. to 104.9 mhz. Action Dec. 16.

■ KZLS (97.1 mhz) Billings, Mont.—Granted app. to change ERP to 85 kw and change HAAT to 386 ft. Action Dec. 13.

■ *WRRC-FM (100.1 mhz) Lawrenceville, N.J.—Dismissed app. to change freq. to 107.7 mhz. Action Dec. 17.

■ KOVO (94.5 mhz) Gallup, N.M.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,381 ft. Action Dec. 13.

■ WELV-FM (99.3 mhz) Ellenville, N.Y.—Granted app. to change ERP to .1 kw. Action Dec. 18.

■ WGFB (99.9 mhz) Plattsburgh, N.Y.—Granted app. to change ERP to 100 kw and change HAAT to 984 ft. Action Dec. 18.

■ WKTC (104.3 mhz) Tarboro, N.C.—Granted app. to change TL; change HAAT to 984 ft., and make changes in ant. sys. Action Dec. 16.

■ WFOB-FM (96.7 mhz) Fostoria, Ohio—Dismissed app. to change TL and change HAAT to 328 ft. Action Dec. 12.

■ KMOD-FM (97.5 mhz) Tulsa, Okla.—Dismissed app. to change TL; change ERP to 96.17 kw, and change HAAT to 1,327.16 ft. Action Dec. 12.

■ *KSOR (90.1 mhz) Ashland, Ore.—Dismissed app. to change HAAT to 2,658 ft. and make changes in ant. sys. Action Dec. 17.

■ WGOX (101.7 mhz) Ravenel, S.C.—Granted app. to change ERP to 1.32 kw and 483.26 ft. Action Dec. 16.

■ *KVTT (91.7 mhz) Dallas—Granted app. to change TL. Action Dec. 17.

■ KLTR-FM (93.7 mhz) Houston—Granted app. to make changes in directional pattern. Action Dec. 18.

■ KFYO-FM (102.5 mhz) Lubbock, Tex.—Granted app. to change TL; change HAAT to 841.05 ft., and make changes in ant. sys. Action Dec. 9.

■ KSOP-FM (104.3 mhz) Salt Lake City—Dismissed app. to install aux. sys. Action Dec. 12.

■ *WUDZ (91.5 mhz) Sweet Briar, Va.—Dismissed app. to change ERP to 125 w and change HAAT to 218 ft. Action Dec. 17.

■ WTIJ (103.1 mhz) Waterbury, Vt.—Granted app. to change TL. Action Dec. 18.

■ WISS-FM (102.3 mhz) Berlin, Wis.—Granted app. to change ERP to 3 kw and change HAAT to 176 ft. Action Dec. 18.

■ WJLW (95.9 mhz) Depere, Wis.—Granted app. to change HAAT to 328 ft. Action Dec. 16.

TV's

■ WCAJ (ch. 68) Birmingham, Ala.—Granted app. to change ERP to vis. 1,380 kw, aur. 138 kw; change HAAT to 1,129 ft.; replace ant., and change TL. Action Dec. 9.

■ WIYE (ch. 55) Leesburg, Fla.—Granted app. to change HAAT to 1,691.1 ft. Action Dec. 13.

■ *WKKU (ch. 32) Aguadilla, P.R.—Granted app. to change HAAT to 791 ft and change TL. Action Nov. 22.

■ WCBD-TV (ch. 2) Charleston, S.C.—Granted app. to change TL and change HAAT to 1,949.7 ft. Action Dec. 6.

■ WJPR (ch. 21) Lynchburg, Va.—Granted app. to change ERP to vis. 4,207 kw, aur. 421 kw and replace ant. and transmission line. Action Dec. 6.

■ WBOY-TV (ch. 12) Clarksburg, W.Va.—Granted app. to change ERP to vis. 262 kw, aur. 26.2 kw. Action Dec. 11.

In Contest

ALJ Joseph Chachkin made following decision:

■ Reno (Washoe Shoshone Broadcasting, et al) TV proceeding. Granted motion filed by Gloryа Hammers and dismissed her app. with prejudice. By order, Dec. 11.